

# **HIGH BLOOD PRESSURE**

Your Doctor's Advice  
Could Save Your Life  
If You Follow It

## Following instructions

If your doctor ever told you your blood pressure is too high he probably also gave you some instructions. Maybe he told you to come back so he could check it again. Maybe he started you on treatment. Either way, unless you continue to follow his advice, you are running a serious and needless risk of disabling illness and early death.

Whether you're young or old, white or black, male or female, high blood pressure dramatically increases your risk of heart disease (the nation's leading cause of death), stroke, kidney disease and other life-threatening disorders. To put it bluntly, as a general rule people with high blood pressure die younger, in many cases a lot younger, than people with normal blood pressure. When the blood pressure is controlled through treatment, however, the risks are decreased right along with the blood pressure. So be sure to follow your doctor's advice.

**“But I’ve been  
cured...”**

No you haven’t. Not unless yours is one of the rare cases where a specific cause for the high blood pressure was found and eliminated. In the overwhelming majority of cases, treatment must continue for a long time, usually for life. High blood pressure can almost always be *controlled*, but it can rarely be *cured*. Unless you accept the long-term treatment that can control your blood pressure, every day is a gamble, and your life is the stake.

**“My blood pressure  
is fine...”**

Great. But are you sure? When was the last time you had it checked? High blood pressure usually doesn’t cause symptoms, so unless you’ve been to the doctor lately you have no way of knowing whether it’s too high. About 23 million Americans have

high blood pressure—that's about 15 percent of the adult population—and half of them don't know they have it. Think about that for a moment. Any time you're in a group of a hundred people—at a store, at church, at a PTA meeting, at work—the chances are that 15 of them have high blood pressure and 8 of them don't know it. Make sure you're not one of them. Have regular checkups.

## Hypertension = High blood pressure

Hypertension means high blood pressure. Nothing more. People often think it involves anxiety or emotional tension and that it afflicts only certain types of people, such as big-city business executives. Such notions have no basis in fact. Hypertension—high blood pressure—is common in housewives, laborers, executives and clerks, and is prevalent in suburban and rural areas as well as in cities. An easy-going way of life and a relaxed manner are not guarantees against high blood pressure.

# What you should do

## **Have Regular Checkups**

An annual physical examination is good protection against high blood pressure. The condition usually doesn't cause symptoms, so only the doctor can tell if you have it.

## **Follow Your Doctor's Advice**

If you have high blood pressure, team up with your doctor and stick with your treatment. Remember that treatment usually must continue in order to protect you against disabling illness and early death. If you have any problems with treatment discuss them with your doctor, but don't give up. Many lives have been lost because people abandoned their treatment for high blood pressure.

**High blood pressure can almost always be lowered and kept under control. Don't let it steal years from your life.**